

The background features a complex, isometric geometric pattern. It consists of numerous overlapping hexagons and cubes in a variety of colors including yellow, green, red, blue, and purple. Some of these shapes have internal patterns like white hexagons or diagonal lines. The overall effect is a vibrant, modern, and artistic composition.

Build A Website For Free

The Artist's Way

Who am I?



Build a Website?



For free?





Really?

By myself?

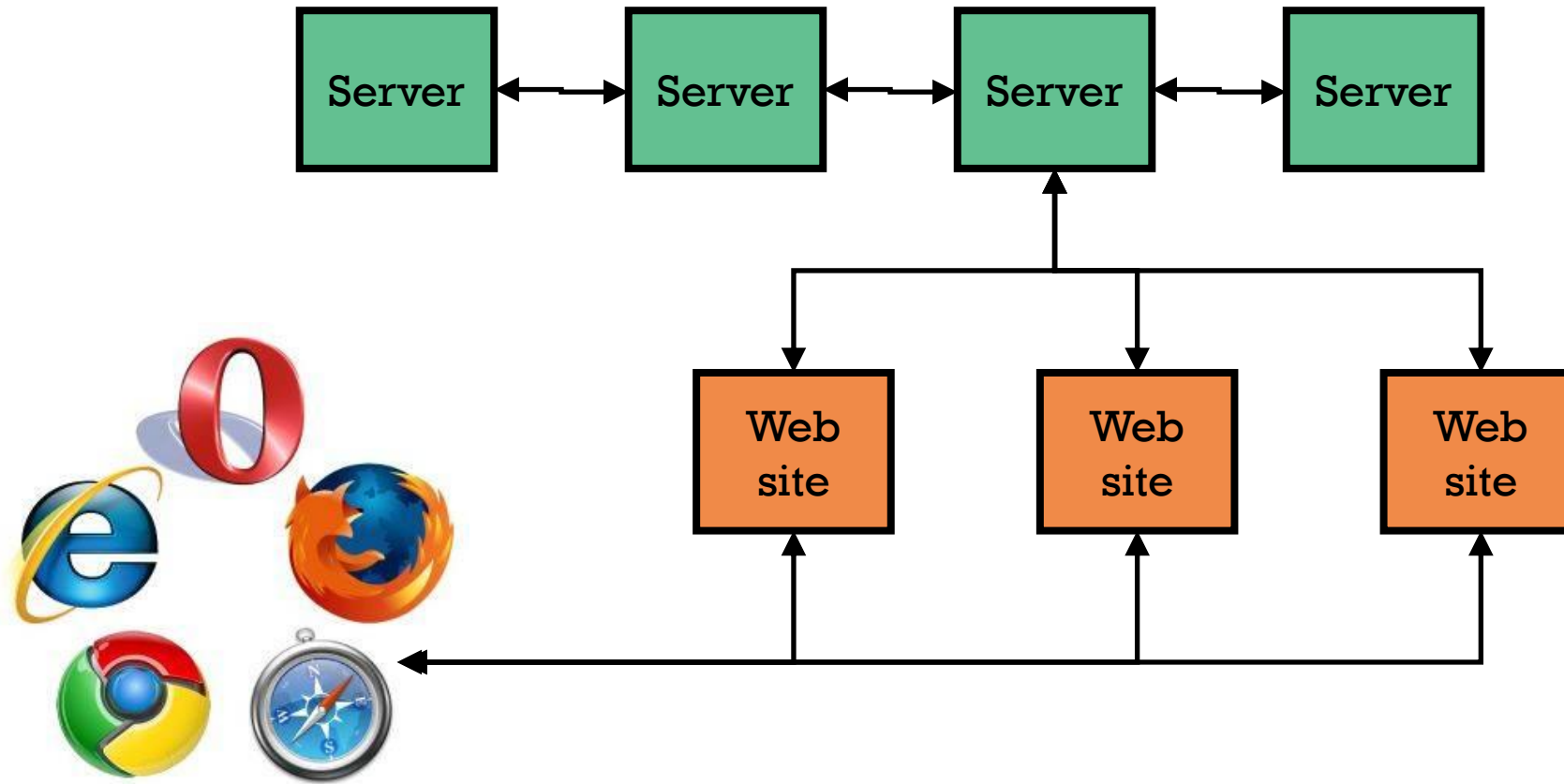


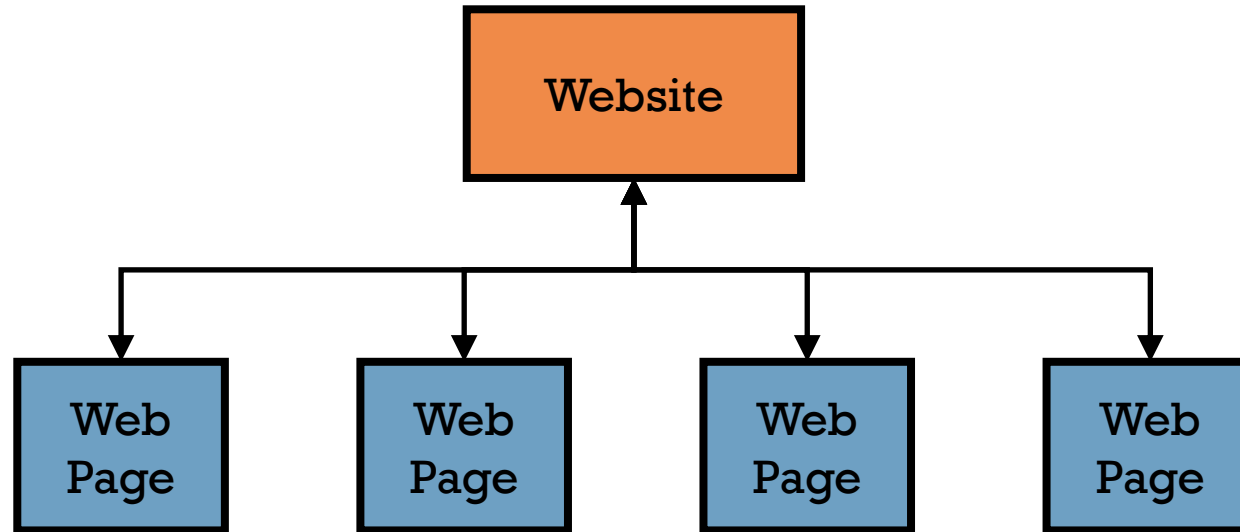


Really?

How does the internet work?







The Order of Things

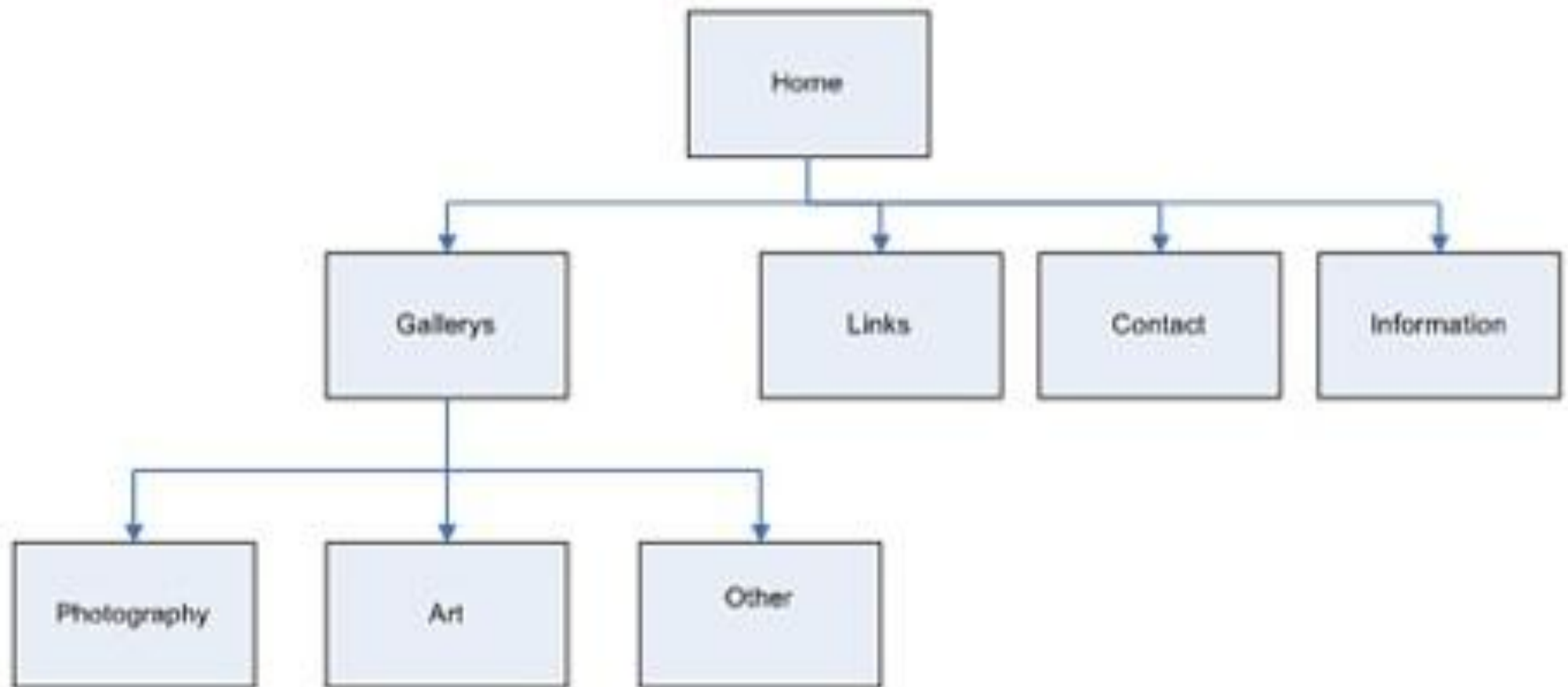


Planning

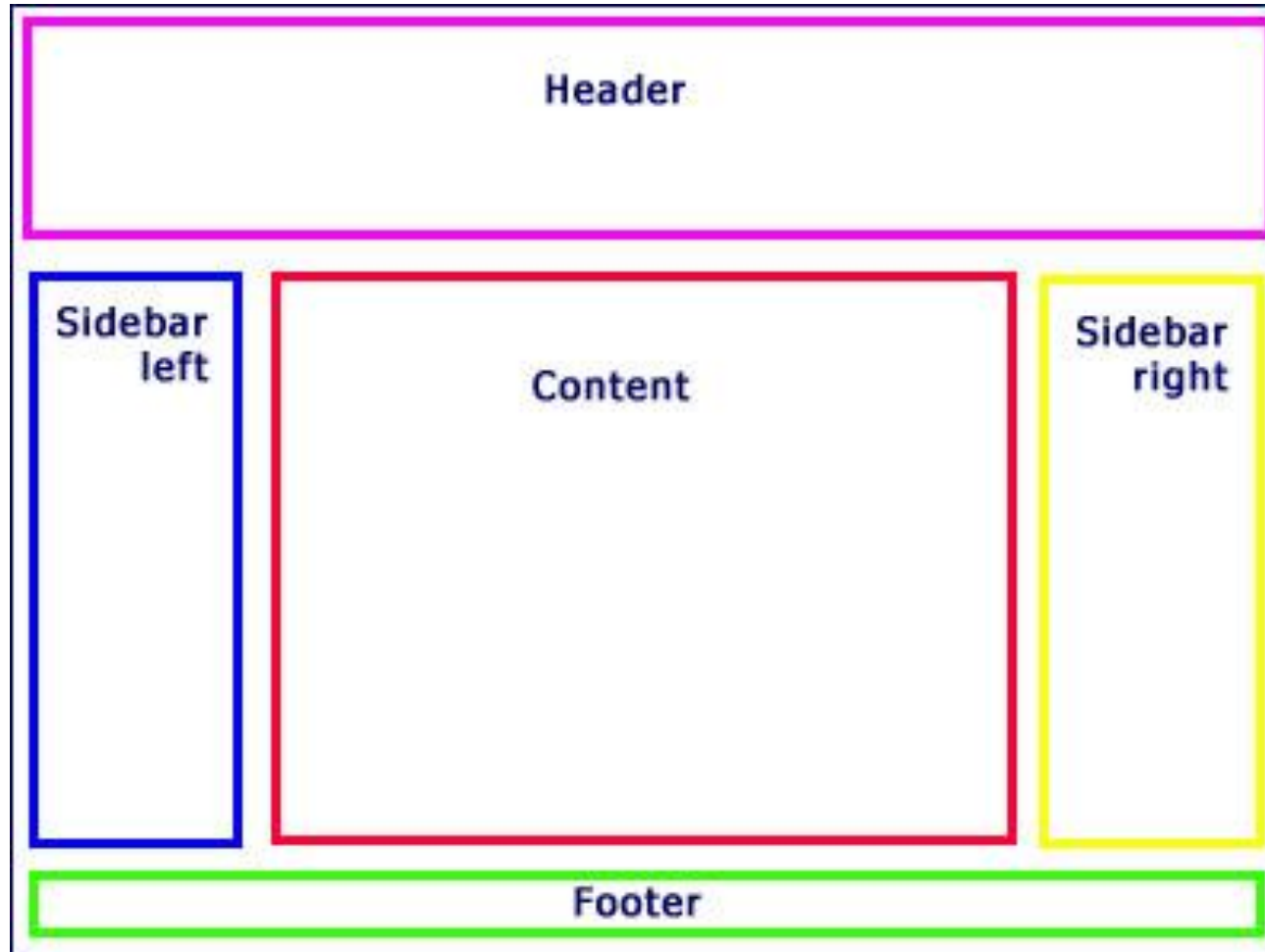
- Why am I building a website?
- What goals do I have for this site?
- Who is going to build the site?
- What budget do I have?
- What am I trying to promote?



Site Organization



Page Organization



Design

Can I make a website look good?



Content before design

- Design Ideas
- Employ Visual Hierarchy
- Color
- Fonts
- Images



Samples

- Blu - <http://www.blublu.org/>
- David Hockney - <http://www.hockneypictures.com/home.php>
- Anish Kapoor - <http://anishkapoor.com/>
- Seth Fisher - <http://www.floweringnose.com/>
- eboy - <http://hello.eboy.com/eboy/>



Best Practices

- Content is most important
- What is new?
- Keep it simple
- Be consistent



Content

- Content should be focused
- Content should be personal
- Content should be high quality
- Content should be unique



Building

- HTML
- HTML5
- Mark-up language
- Text file
- Notepad++
- Tags effect text



Nopenopenopenope



Anatomy of a tag



`<h1>Heading One</h1>`

Sample

Introduction

This is the introduction to my site. Thank you for visiting and hope you enjoy my art.





```
<html>
  <head>
    <title>Sample</title>
  </head>
  <body>
    <h1>Introduction</h1>
    <p>This is the introduction to my site.
Thank you for visiting and hope you enjoy my
art.</p>
  </body>
</html>
```


Web Page Software

- KompoZer
- Bluefish
- SeaMonkey



Working with images

- Jpg, gif, png
- Watermark
- Size and resolution



Slideshows

- Control of presentation
- Image protection
- Different methods
 - Html5
 - Ajax
 - Flash



Working with multimedia

- Video
 - Youtube
 - Vimeo
- Audio
 - Soundcloud
 - Podcasting



Hosting



Functions of a Web Server

- Storage
- Security
- Share Files



Web Hosting Needs

- Cost
- Technical Knowledge Required
- Maintenance Needs
- Storage Space
- Accessibility
- Bandwidth Needs
- Security Needs
- Domain Name Service



Domains

Myname.com



Getting Files on the Internet

- Move files from your local computer to the web server
- File Transfer Protocol
- Filezilla



Testing



How to test a website

- Test design
- Test HTML
- Test links and functionality
- Test browsers
- Test resolution



Usability Testing

- Can people find things?
- Does my visual hierarchy re-enforce my content?
- Do my visitors get lost?
- Do they know me and my art after visiting my site?



Promotion and Maintenance

- Social Media
 - Twitter
 - Facebook
 - Instagram
 - Vine
 - Linked in
- Cards
- Shows
- Visit your own site!



Questions?

